

Message Text

UNCLASSIFIED

PAGE 01 QUITO 00565 252336Z

46

ACTION ARA-20

INFO OCT-01 ISO-00 COME-00 EB-11 SS-20 PER-05 DRC-01 RSC-01

(ISO) W

----- 102577

R 252109Z JAN 74

FM AMEMBASSY QUITO

TO SECSTATE WASHDC 9811

INFO AMCONSUL GUAYAQUIL

UNCLAS QUITO 0565

FOR STATE/COMMERCE WASHINGTON ACTION STAFF

E.O. 11652: N/A

TAGS: ECOM, EC

SUBJECT: FY 1975 COUNTRY COMMERCIAL PROGRAM (CCP), ECUADOR

REF (A) STATE 006882 (B) QUITO 6567 (C) STATE 236068

1. IN ACCORDANCE REQUEST REF A, THIS MESSAGE PROPOSES HIGHEST PRIORITY COMMERCIAL OBJECTIVES AND COURSE OF ACTION ON WHICH QUITO AND GUAYAQUIL WILL CONCENTRATE DURING FY 1975. ADDITIONALLY, MESSAGE PROVIDES POST STATEMENT ON CURRENT AND PROPOSED FUNCTIONAL ALLOCATION OF RESOURCES DEVOTED TO COMMERCIAL ACTIVITIES.

2. OBJECTIVE ONE: CAPTURE MAJOR PROJECTS FOR U.S. FIRMS.

ACTION ONE: BY AUGUST 1, 1974, PROVIDE WASHINGTON WITH UPDATED STATUS REPORT ON ALL KNOWN MAJOR PROJECTS.

ACTION TWO: MAKE DETERMINED EFFORT TO IDENTIFY GOVERNMENT PLANS FOR CONSTRUCTION OR EXPANSION OF ECUADOR'S TRANSPORTATION AND EQUIPMENT FACILITIES: RAILROADS, AIRPORTS, PORTS, HIGHWAYS. REPORT THESE PLANS TO WASHINGTON IMMEDIATELY.

3. OBJECTIVE TWO: INCREASE U.S. SHARE OF AGRICULTURAL EQUIPMENT
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 QUITO 00565 252336Z

MARKET.

ACTION ONE: BETWEEN JUNE 30 AND OCTOBER 1, 1974, DEVELOP AND SUBMIT AT LEAST THREE SUBSTANTIAL TRADE OPPORTUNITIES FOR AGRICULTURAL/LIVESTOCK EQUIPMENT.

ACTION TWO: BY NOVEMBER 1, 1974, COMPLETE MARKET SURVEY AND FORWARD REPORT OF MOST PROMISING SUB-GROUPS OF AGRICULTURAL MACHINERY AND EQUIPMENT.

ACTION THREE: BY DECEMBER 31, FIND LOCAL DISTRIBUTORS FOR AT LEAST THREE NTM U.S. SUPPLIERS OF FARM MACHINERY AND/OR LIVESTOCK/POULTRY EQUIPMENT. COMMERCE TO IDENTIFY AND REPORT INTERESTED U.S. SUPPLIERS.

4. OBJECTIVE THREE: INCREASE U.S. SHARE OF MACHINERY IMPORTS.

ACTION ONE: BY SEPTEMBER 1, 1974, COMPLETE AND FORWARD MARKET ANALYSIS REPORT ON MOST PROMISING CATEGORIES OF MACHINERY EXPORTS. DETERMINE MARKET FOR METAL-WORKING AND FINISHING EQUIPMENT IN PARTICULAR.

ACTION TWO: ASSIST TECHNICAL SALES SEMINAR MISSION FOR AUTOMOTIVE DIAGNOSTIC AND SERVICE EQUIPMENT PROPOSED FOR QUITO IN APPROXIMATELY DECEMBER 1974.

ACTION THREE: HOLD TECHNICAL SALES SEMINAR IN BUSINESS MANAGEMENT IN MARCH 1975 TO PROMOTE SALES OF OFFICE/BUSINESS MACHINES AND EQUIPMENT. USIS TO SPONSOR SEMINAR, WITH WASHINGTON AGENCIES' ASSISTANCE IN RECRUITING NTM PARTICIPANTS.

ACTION FOUR: BY MAY 1, 1975, DEVELOP AND SUBMIT AT LEAST 10 SUBSTANTIAL TRADE OPPORTUNITIES FOR MACHINERY AND ELECTRICAL AND NON-ELECTRICAL EQUIPMENT, OF WHICH AT LEAST 5 FOR METAL-WORKING AND FINISHED EQUIPMENT.

5. OBJECTIVE FOUR: INCREASE SALE OF U.S. FOOD PROCESSING, PACKAGING, STORAGE AND DISPLAY EQUIPMENT.

ACTION ONE: BY JULY 1, 1974, PREPARE AND SUBMIT A MARKET ANALYSIS REPORT ON THE FOOD PROCESSING INDUSTRY AND IDENTIFY MAJOR UNCLASSIFIED

UNCLASSIFIED

PAGE 03 QUITO 00565 252336Z

CATEGORIES OF EQUIPMENT SHOWING BEST POTENTIAL FOR SALES.

ACTION TWO: BY DECEMBER 1, 1974, DEVELOP AND SUBMIT AT LEAST THREE SUBSTANTIAL TRADE OPPORTUNITIES FOR FOOD PROCESSING, PACKAGING AND/OR DISPLAY EQUIPMENT.

ACTION THREE: ASSIST AND PROMOTE AGRICULTURAL FOOD PROCESSING TRADE MISSION SCHEDULED FOR FEBRUARY 1975.

6. OBJECTIVE FIVE: RELEASE ADDITIONAL EMBASSY RESOURCES
FOR EXPORT PROMOTION.

ACTION: FULLY UTILIZE POST MANPOWER RESOURCES IN MARKET
ANALYSIS; BY AUGUST 1, 1974, IF POSSIBLE, USE THESE RESOURCES TO
COMPLETE MULTI-INDUSTRY SURVEY.

7. IN ADDITION TO ABOVE, EMBASSY ALSO LOOKS FORWARD TO RECEIVING
TOTAL OF TWO TRADE MISSIONS AND TWO CATALOG SHOWS (ONE MISSION AND
ONE CATALOG SHOW EACH IN GUAYAQUIL AND QUITO) DURING FY 1975
(REF. CCCC)

8. STATEMENT ON CURRENT AND PROPOSED FUNCTIONAL ALLOCATION OF
RESOURCES:

A. MAN-DAYS AVAILABLE:

	FY 1974	FY 1975
	CURRENT BUDGET	PROPOSED BUDGET

EMBASSY QUITO

2 OFFICERS	432	(NO INCREASE OVER FY74
1 LOCAL STAFF	216	STAFF ASSUMED)
1 CLERICAL	216	
1 LIBRARIAN (1/2)	108	

AMCONGEN GUAYAQUIL

1 OFFICER	216
2 LOCAL STAFF	432
1 CLERICAL	216

UNCLASSIFIED

UNCLASSIFIED

PAGE 04 QUITO 00565 252336Z

TOTAL - 8 POSITIONS	1,836	1,836
---------------------	-------	-------

(COMMENT: ABOVE REFLECTS ONLY E/C POSITIONS INVOLVED IN TRADE
PROMOTION ACTIVITY. IN ADDITION, EMBASSY HAS TWO ECONOMIC OFFICERS
AND
ONE U.S. SECRETARY. MAN-DAYS ABOVE ARE CALCULATED ON BASE OF 216
MAN-DAYS PER YEAR PER PERSON, HAVING SUBTRACTED WEEKENDS, LOCAL AND
U.S. HOLIDAYS AND ARBITRARY ADDITIONAL 30 DAYS PER YEAR FOR SICK
LEAVE, AND ANNUAL LEAVE.)

B. COMMERCIAL BUDGET/ALLOCATION OF FUNDS:

	BUDGETED FY 74 COSTS	PROPOSED FY 75 BUDGET
--	----------------------	-----------------------

FSL SALARIES \$27,675.50 \$28,975.88

(FY 74 INCLUDES ONE FSL 7/1 SECRETARY X 5 MONTHS;
FY 75 INCLUDES SAME FSL X 12 MONTHS)

U.S. STAFF ALLOWANCES \$11,961.65 \$10,061.65

(FY 75 IS REDUCED BY AMOUNT OF U.S. SECRETARY'S ALLOWANCE)

C. COMMERCIAL OPERATIONS:

BUDGETED FY 74 COSTS PROPOSED FY 75 BUDGET

TRAVEL	\$ 3,734.00	\$ 3,734.00
COMMERCIAL LIBRARIES (2)	1,900.00	1,900.00
REPRESENTATION	1,200.00	1,200.00
WTDRS	300.00	1,020.00
COMMERCIAL NEWSLETTER	450.00	450.00
MARKET ANALYSIS	1,000.00	4,200.00
 SUB-TOTALS	 \$ 8,584.00	 \$12,820.00
 TOTAL	 \$48,221.15	 \$51,857.53

(WTDR BUDGET IS CALCULATED AT MAXIMUM OF 340 WTDRS FOR
BOTH POSTS AT MINIMUM PREPARATION COST CONTRACTED AT
UNCLASSIFIED

UNCLASSIFIED

PAGE 05 QUITO 00565 252336Z

\$3 APIECE.)

9. MOST URGENT BUDGETARY INCREASES ARE FOR WTDR AND MARKET SURVEY
CONTRACTING. UNDER DECEMBER 6, 1973 COVER LETTER TO ARA/MGT/FM,
EMBASSY FORWARDED ITS SPECIAL FINANCIAL PLAN FOR REMAINDER OF FY
74 WHICH REQUESTED, AMONG OTHER INCREASES, AN ADDITIONAL \$300 FOR
CONTRACTING WTDRS AND \$1,000 FOR CONTRACTING MARKET SURVEYS AND
OTHER STATISTICAL WORK. APPROVAL FOR THESE ADDITIONAL FUNDS HAS NOT
YET BEEN RECEIVED.

BREWSTER

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: COMMERCE & INDUSTRY, PROGRAMS (PROJECTS), ECONOMIC PROGRAMS
Control Number: n/a
Copy: SINGLE
Draft Date: 25 JAN 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974QUITO00565
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: QUITO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740115/aaaaanvm.tel
Line Count: 211
Locator: TEXT ON-LINE
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 4
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: (A) STATE 006882 (B) QUITO 6567 (C), STATE 236068
Review Action: RELEASED, APPROVED
Review Authority: shawdg
Review Comment: n/a
Review Content Flags:
Review Date: 22 FEB 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <22 FEB 2002 by elbezefj>; APPROVED <26 NOV 2002 by shawdg>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FY 1975 COUNTRY COMMERCIAL PROGRAM (CCP), ECUADOR
TAGS: ECON, EC
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005